

ABSTRACT OF THE ILLUSTRATED EMBODIMENT(S)

A system architecture and method for allowing a subscriber to self-provision a service, or a plurality of services. Components for controlling service management, account management and device management for facilitating the self-provisioning of services by a subscriber, or a plurality of subscribers of communications and/or media services is described; wherein, a service provider is organized to provide a plurality of services to a subscriber device, or plurality of subscriber devices; an infrastructure is designed and configured to transport services from the service provider to the subscriber device(s); and a system control enables the subscriber device(s) to receive the services over the infrastructure from the service provider.